



Postgraduate Certificate in Marketing Spring 2019

Duration: 12 Weeks

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning 10:00 - 13:00		Consumer Behaviour Analysis			Marketing Strategy
Afternoon 14:00 - 17:00	Digital Marketing	Brand Management			Content Marketing and SEO
Evening 18:00 - 21:00	Data Analytics in Marketing				

Postgraduate Certificate in Marketing	Times			
Marketing Strategy	10:00 - 13:00	February: 1 st , 8 th , 15 th , 22 nd	March: 1 st , 8 th , 15 th (RW), 22 nd , 29 th	April: 5 th , 12 th , 19 th (RW)
Content Marketing and SEO	14:00 - 17:00	February: 1 st , 8 th , 15 th , 22 nd	March: 1 st , 8 th , 15 th (RW), 22 nd , 29 th	April: 5 th , 12 th , 19 th (RW)
Digital Marketing	14:00 - 17:00	February: 4 th , 11 th , 18 th , 25 th	March: 4 th , 11 th (RW), 18 th , 25 th	April: 1 st , 8 th , 15 th , 22 nd (RW)
Data Analytics in Marketing	18:00 - 21:00	February: 4 th , 11 th , 18 th , 25 th	March: 4 th , 11 th (RW), 18 th , 25 th	April: 1 st , 8 th , 15 th , 22 nd (RW)
Consumer Behaviour Analysis	10:00 - 13:00	February: 5 th , 12 th , 19 th , 26 th	March: : 5 th , 12 th (RW) 19 th , 26 th	April: 2 nd , 9 th , 16 th , 23 rd (RW)
Brand Management	14:00 - 17:00	February: 5 th , 12 th , 19 th , 26 th	March: : 5 th , 12 th (RW) 19 th , 26 th	April: 2 nd , 9 th , 16 th , 23 rd (RW)

(RW) – denotes Reading Week.

Please note timetables are accurate from date of publication but subject to change – holidays SHOULD NOT be booked on Reading Weeks